



Pre-Show Experience

- **Current Status:**

- ~~Site visits have been conducted in New York, Philadelphia, D.C., Oakland and L.A.~~

- The concourse can be opened 90 minutes prior to show time to allow those arriving early a chance to interact with the brand
 - A few of the older venues cannot accommodate concourse activation and for those markets we will have a "plan B" activation in place on the perimeter of the venue

- The events will be family friendly and each event day activities include:

- Green screen karaoke
 - Children's choir showcase
 - Verizon Wireless product demonstration
 - Giveaways

- **Next Steps:**

- Momentum to present activation strategy on June 12

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Main Event

• Current Status:

- Each event will have a text to vote component (People's VCAST Choi Award Winner
 - With Moxie's assistance, text to vote can also be tracked real time on the website
- Finale regional viewing events
 - Global Hue to reach out to the winning church in each market to ensure we can do a viewing event in their church
- Recommended show start times as follows a 7:30 pm start time (door open at 6:00 pm) on weekdays and an 8:00 pm start time (doors open at 6:30 pm) on Friday/Saturday

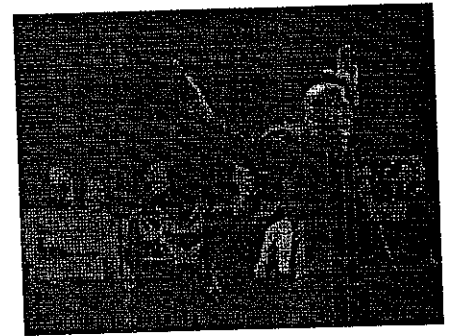
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Program Timeline

- Feb 20: Website Relaunch
- March 2 - March 31: Messaging Phase I - Awareness Building
- April 1 - June 15: Messaging Phase II - Registration
 - Choir Registration Open
- June 15: Messaging Phase 2.5 - Online Sweeps Program
- July 19-July 26: Original Registration Phase
- June 29 - July 10: Round 1 Judging
 - Completed however due to violations of rules, registration was extended for choirs to resubmit videos
 - Phase III- Online Voting was eliminated
- July 13: Messaging Phase IV - Ticket Sales
 - Early On-Sale for VzW Customers (all markets excluding finale)
- July 15: Merchandise Web Store Opens
- July 17 - July 30: Messaging Phase II - Registration Re-launch
- July 18: General On-Sale (all markets excluding finale)
- July 19: Send A Hymn Application Launches
- August 2 - 9: Round 1 Judging (second time)
- August 17: Choirs Advancing to Round 3 Notified
- September 19: Tour Launches (see venue routing)
- September 28: Finale tickets on sale
 - Finale messaging begins
- November 7: Finale
 - Messaging Phase V - Post Event, On-Going Awareness



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Messaging

Overall Program Objectives

- Bring VzW into the consideration set by driving emotional engagement among the African-American segment & those with a passion for faith-based music through alignment with key pillars of culture:
 - Music
 - Community
 - Church

Communication Objectives

- Drive relevance of the VzW brand through building awareness of HSTS

Foundational Elements

- Search for the best church choir in America
- A gospel choir celebration
- Community-oriented event, designed to allow VzW to give back to the communities
- A VzW Experience

Base messaging outlined above remained the constant throughout the program

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ATTORNEYS' EYES ONLY

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Media – Print

Overview

- 8 religious publications
- 12 rolling out publications (AA Target)
- 31 additional AA targeted publications
- 11 General Market Major Daily Publications
- All 11 markets included (additional insertions in Detroit Finale)
- All insertions full page, full color

Results (Total Impressions)

- See chart to right

Market	Impressions
Houston	25,886,478
St. Louis	7,592,115
Washington, DC	9,127,600
New York	13,045,625
Philadelphia	8,828,325
Detroit	12,245,963
Chicago	12,766,975
Atlanta	8,245,773
Memphis	4,949,978
Los Angeles	14,645,880
Oakland	10,190,958
Total Impressions	127,525,670



